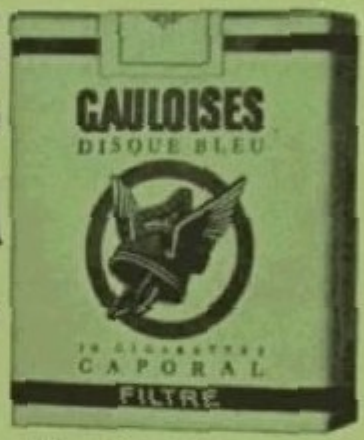
LEO BURNETT COMPANY, *Inc.*
Ad No. 186—Req. No. 52005—4⅝ x 4⅞ in.—B&W—Time (N. Y. Metro)—1967 (B)
Printed in U.S.A.

Gauloises are the best-selling cigarettes in the country



AVEC FILTRE (SANS FILTRE, TOO)

Not this country—France.

Gauloises (pronounced "Goal-waz") achieved that pinnacle of success as an uncomplicated blend of robust tobaccos.

Now, as a spineless concession to fashion-conscious smokers in France and America, Gauloises also come with a filter. But we did maintain part of our integrity, because the flavor remains rich and robust.

Even if you light the tobacco end, your first puff of Gauloises will still be a surprise.

If you're not above turning a few heads, it might be fun to try Gauloises. Who knows? You might even like them.

Source: https://www.industrydocuments.ucsf.edu/docs/mrhx0001
2061193791